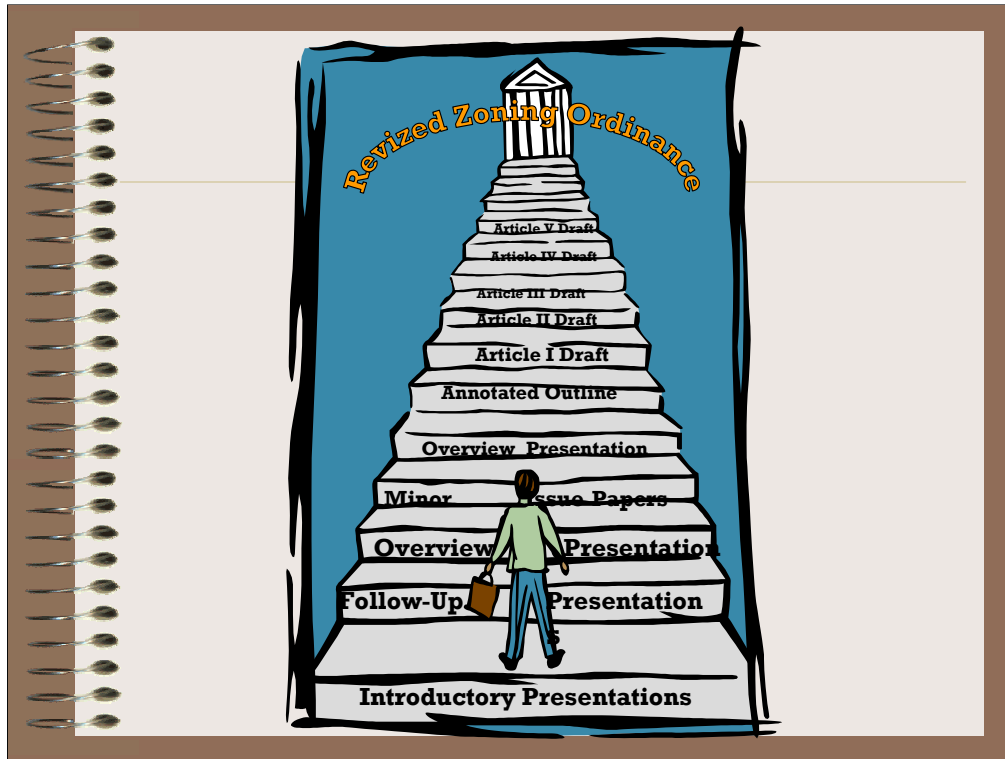


Zoning Revision Issue Paper
Discussion

Public Outreach

December 12, 2005



This is the first of a number of issues papers to be presented before we draft the actual ordinance. As you can see from this illustration we're taking another step up in the process. In other words, we're getting more particular in our recommendations. While tonight's discussion does not have to do with the actual language to be adopted it is no less important in the planning process.

Importance of Public Outreach

- Brings different knowledge to table
- Stake in community
- Keys to zoning public outreach
 - Education of zoning concepts
 - Input on policy decisions
 - Education of consequences
 - Facilitate adoption

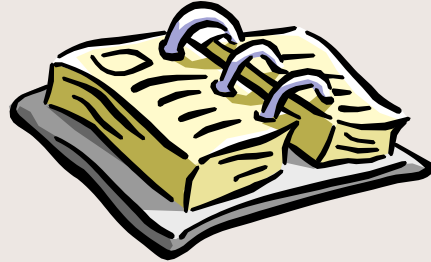


Public participation is important to making decisions. Participation by the citizens of a community brings the various knowledge, skills, and enthusiasm of the citizen base to the decision making process. Each person in a community has a stake in making that community better. Citizens live in the community and through their daily lives become aware of the successes and failures of that community. As a result, public input in discussion can lead to better decisions. These decisions, with the invaluable knowledge of citizens, can ensure that the decisions made have more validity.

Public outreach for purposes of the comprehensive zoning revisions means 1) education on basic zoning concepts; 2) input on policy decisions; and 3) education of the consequences of the changes proposed. It is important to have citizen support and understanding of what the comprehensive zoning revision is and what it will mean to them in order for the document to provide the type of community the community wants to see. This citizen understanding is best completed prior to the adoption stage of the ordinance so that citizens can help shape the document into the tool it is meant to be to implement the vision of the City. Incorporation of citizens concerns and input at the drafting stage will also facilitate the process of actual adoption. Early knowledge will limit the number of necessary revisions later, which would delay adoption.

Proposed Schedule

- Written
- Televised
- Website
- Direct Citizen Discussions



Written – Includes regular updates in the Rockville Reports, neighborhood / civic association summaries, water bill notification, press releases

Television Broadcasts – Meeting presentations, interviews

Website – special link, further explanation

Direct Citizen Discussions – individual presentations, citizen forums/ public hearings, staff contact

Review Committee

- Review of:
 - Outline
 - Article Drafts
- Include
 - Board representatives
 - Citizens
- Appointment February '06
- Require **great deal** of time!



- Begin outline Spring of 2006. Outline will provide an 1) overview of structure and 2) general substance of revision. Committee will ensure outline represents the direction the City would like the zoning revision to take.
- Also needed in the fall and winter of 2006 to review the actual language.
- Want to keep it small to be workable (9) - representatives from MC, PC, BOA, and 5 citizens (2 from the development community and 3 additional).
- The committee will require a *significant* amount of time. The actual time will not be determined until the committee begins. Expect outline to require 3/4 meetings of 2/3 hours. Evening meetings are expected or could do day-long Saturday. In the fall, when review draft articles expect 5 /10 meetings of 3 / 4 hours.
- Recommended method of appointment:
 1. Mayor and Council appoint the board representatives from MC (1), PC (2), and the BOA (1);
 2. Citizens should be appointed through an application process:
- Applications in Clerk's Office (**December '05**)
- The CM appoint staff to review the applicants. CM recommend to MC those applicants that have the most qualifications to serve, and most willing to dedicate time needed (**January '06**)
- c. MC appoint. (**February '06**)

Recommendation

- Go forward with proposal
- Any additional suggestions?

